# RJ REYNOLDS

TOBACCO COMPANY




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Region Operations Mgr

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April 18, 1997

RJR Account #375878
P. Cox
McLANE-NORTHEAST

JUNE PROMOTION (#700272): DORAL B2G1F

Dear Paul:

*Doral* **B2G1F** ***pre-sleeved*** product in quantities listed below has been ordered to cover the above promotion for display shipment to your participating retail accounts. 1050 SKUs of shipper Displays (item #525101) have been ordered to Consolidated Industries to pack this Promotion.

***Product PO Numbers:***

| PO Number | Product / State | #/Cases Per Style | | | | EFT $ Amount |
|---|---|---|---|---|---|---|
| | | FF BOX | LT BOX | FF 100 | LT 100 | |
| | UPC Code | 12300-24065 | 12300-240~~65~~566 | 12300-240~~65~~663 | 12300-240~~65~~562 | |
| ER1345-01 | B1G1F / CT | 4 | 4 | 2 | 4 | $2,048.55 |
| ER1346-01 | B1G1F / MA | 8 | 8 | 4 | 8 | $3,441.93 |
| ER1347-01 | B1G1F / NH | 1 | 1 | 0 | 1 | $506.49 |
| ER1348-01 | B1G1F / NJ | 2 | 2 | 1 | 2 | $1,087.28 |
| ER1349-01 | B1G1F / NY | 29 | 29 | 16 | 29 | $14.515.33 |
| ER1350-01 | B1G1F / OH | 1 | 1 | 0 | 1 | $509.19 |
| ER1351-01 | B1G1F / PA | 24 | 24 | 12 | 24 | $13,727.77 |
| ER1352-01 | B1G1F / RI | 1 | 1 | 0 | 1 | $409.29 |
| | **TOTALS** | **70** | **70** | **35** | **70** | **$36,245.83** |

| | |
|---|---|
| Product Arrival: | May 12, 1997 |
| Shipper Displays Arrival (Consolidated): | May 15, 1997 |
| Ship Date to Retail: | Week of June 2, 1997 |
| Item #~~520844~~ 525101 (~~Sleeves for~~ Display ~~Assembly~~) | |
| SKU CUBE : | 0.9960 |
| SKU WT (w/o Product): | 1.7200 lbs |
| Retail Sales Offer per Sku: | 21 Offers |

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*DISPLAY DETAIL*

*EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.*
*EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.*
*EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.*
*THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.*
*IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.*

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)
4.9 Savings Cartons (if additional live pack is NOT added to Display)

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

PLACE INTO EACH DISPLAY:

* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
  *BRAND STYLES: DORAL FF BOX / DORAL LT BOX / DORAL FF 100 / DORAL LT 100*
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
* ONE COPY OF THE ATTACHED 'RETAILER LETTER'
  (USE ENCLOSED 'RETAILER LETTER' TO MAKE NECESSARY COPIES)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

***RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.***
*(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)*

RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $1,200.50 **(85.75 (12M) cases @ $14.00)**.

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotions Coordinator
/jc

cc: R. Moore / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

*ROUs: 1110 / 1210 / 1310 / 1710*
*Distribute to RJR Managers w/Chain responsibility for chains on attached Excel spreadsheet*

**Note to RJR Manager:**
**Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.**

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